ABSTRACT OF THE DISCLOSURE

Consistent identity information is provided for content information through the use of an identity manager. The identity manager stores styles and style elements and presentation information associated with a specific client identity. The styles and presentation information for each identity are stored based on client information. When a request for content is received, the information is retrieved. The styles and presentation information associated with the specific client identity are retrieved and merged with the content. The content and the client or user identity or look and feel information are integrated without expensive custom programming.

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